

# A Fortuitous Turn Of Events

PERFECT TIMING HELPS MAJOR TANK-TERMINAL OPERATOR CHOOSE GRISWOLD™ PUMPS

By Andrew Usuki



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## Introduction

Fall 2007 was an exciting and hectic time for the employees of the Griswold™ Pump Company. In September, Wilden® Pump & Engineering LLC announced that it had acquired Griswold, one of the world's leading manufacturers of ANSI centrifugal pumps, and would eventually relocate its headquarters from Thomasville, GA, to Wilden's base of operations in Grand Terrace, CA.

As any family knows, a move can be a trying experience. When an entire company is involved, with its hundreds of employees, global reach and myriad manufacturing operations, some things get misplaced, priorities change and a project can get shuffled to the back of the line, and a few are even bound to fall through the cracks. Such was the case with a certain project bid sheet.

The Asian subsidiary of one of the world's largest independent tank-terminal operators and providers of conditioned storage facilities for bulk liquids operates in 10 countries in Asia, including Australia. One of the subsidiary's tank-storage terminals is located in Sydney, Australia. This facility has a storage capacity of 173,500 cubic meters (1,091,315 barrels) and handles petroleum/biofuels, chemicals and vegetable oils. Its 23 storage tanks have capacities ranging from 250 to 18,000 cubic meters with access by ship and truck. Services it offers its customers include blending, weighing, decanting and bulk-liquid import/export.

Around the time of Griswold's acquisition by Wilden, the management of this terminal was looking to upgrade the pumps being used in the fuel-transfer area of the terminal. Cue the aforementioned bid sheet—and a confluence of

events that resulted in Griswold gaining a foothold in that part of the world thanks to a transaction that can benefit the company in the years to come.

## Fortune Smiles

Brent Calow is a Sales Representative for All-Pumps Sales & Service, a pump supplier and distributor located in the Sydney suburb of Parrametta, New South Wales. As such, he was familiar with Wilden and its line of air-operated double-diaphragm (AODD) pumps, of which this major tank terminal-operator customer was a long-time buyer and user. Upon hearing of Wilden's acquisition of Griswold, Calow remembered that this customer was in the market for new centrifugal pumps that would be used for fuel transfer at the terminal.

"When the acquisition of Griswold took place, I did some research and found out that they were using a competitor's pumps," explained Calow. "I remembered the project sheet and when I asked a site manager about it he said they were upgrading and expanding that area of the plant, so I told them about the Griswold ANSI pumps."

The only problem was that a bid had already been submitted by the competitor and the customer was about to accept it. That didn't deter Calow, however.

"Griswold is not a very well-known name outside of the United States," said Danny Sanders, Griswold's Regional Manager in the area at the time, who has since been promoted to Regional Director. "Brent knew the customer used the competitor's pumps, but he just asked if they had any projects coming up and said that All-Pumps was now on board with a company called Griswold. The customer



Griswold™ 811 Series ANSI Centrifugal Pumps

wanted to know who Griswold was since it is not a name that's well-known internationally, so Brent went into sales mode and sold them the Griswold pumps in place of the competitor's."

Also playing a crucial role in the fortuitous sale was the fact that Griswold had just finished developing an ANSI centrifugal pump that features a 17-inch impeller, which is just what the folks at the customer's terminal were looking for.

## The Rest Is History

Thanks to Calow's legwork, the customer placed an order for numerous stainless-steel 811 Series ANSI Centrifugal Pumps with the 17-inch impeller from Griswold in February 2008 and subsequently ordered several more in September 2008. The 811 Series ANSI pumps were perfect for the facility's needs because they are engineered for flexibility and durability, with a wide range of sizes and capacities that make them ideal for any fluid-process application. The pumps feature extra-heavy casings, standard labyrinth seals, heavy-duty shafts and bearings, a fully open impeller with rear-adjustment capability, a wide variety of mechanical-seal options, oversized sight glass and a magnetic drain plug. Options include an enhanced power frame that increases performance and flexibility while simplifying maintenance.



Griswold™ 811 Series centrifugal pumps with the 17-inch impeller were selected



Thanks to Brent Calow's (All-Pumps Sales & Service, Parrametta, New South Wales) hard work and the superior performance of the Griswold™ 811 Series pumps, the customer has been extremely pleased.

"Years and years ago, these terminals would put a pump in and every one was different, so if a pump broke down and needed to be replaced, the operator had to go to another supplier and they'd have to redo all of the piping before installing the new pump," said Rick Whidden, an Application Engineering Manager for Griswold. "The ANSI spec has standardized all piping configurations, so now most chemical plants, terminals and tank farms go to an ANSI pump because of that. Obviously, the customer liked what they saw in our pumps and decided to go with us."

Since their installation, Sanders reports that all of the Griswold pumps are operating to expectations.



The 811 Series ANSI pumps are ideal for any fluid-process application

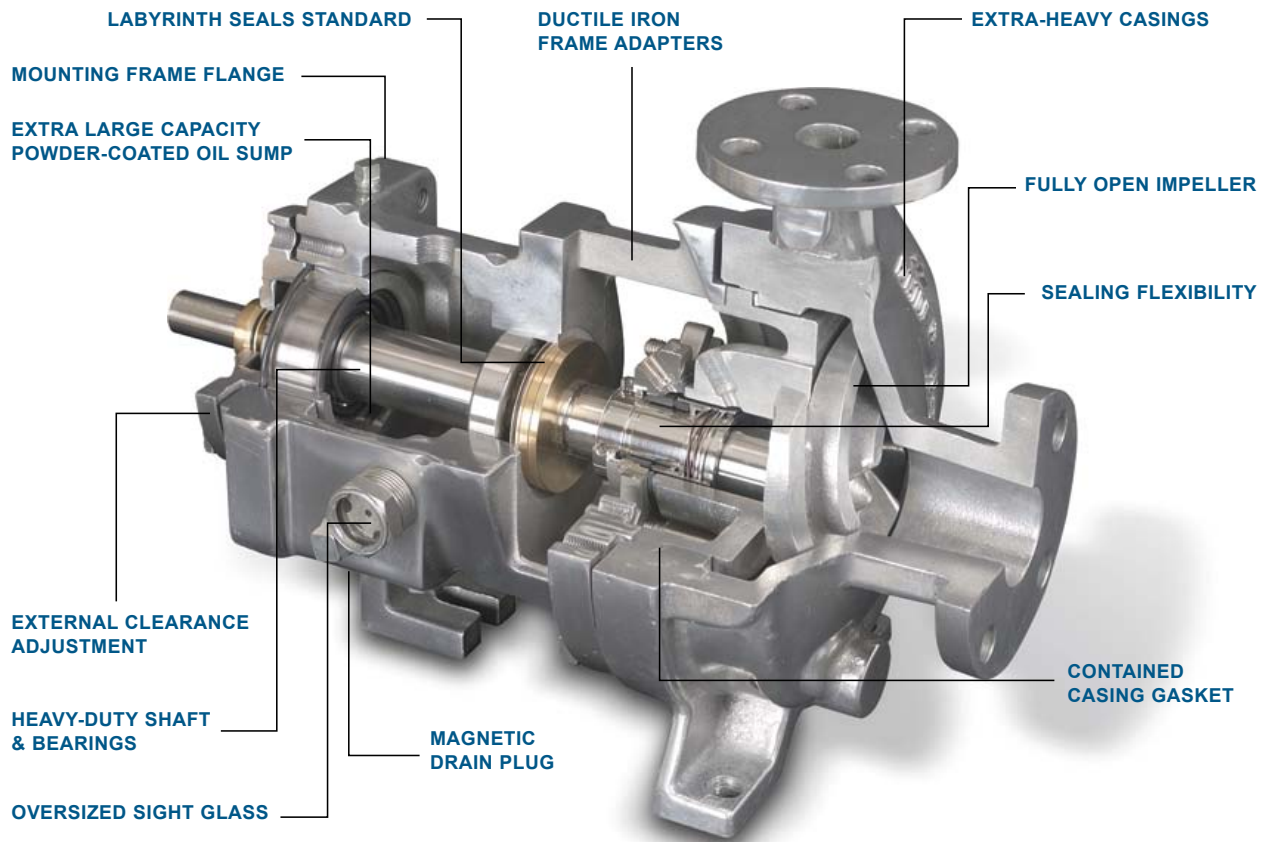
"All of the pumps are in and working," he said. "The customer is extremely pleased with the product and looking at using Griswold pumps in other upgrades and expansions. Another reason we got this order initially, besides their previous relationship with Wilden, is that we provided them with a competitive delivery time, while at the same time, we were able to provide a good pricing level, as well."

### Ancillary Benefits

Barely six months after Wilden acquired Griswold, in April 2008, the companies experienced another business-altering change as they joined with Blackmer®, Grand Rapids, MI; Neptune™ Chemical Pump Co., Lansdale, PA; Mouvox®, Auxerre, France; and Almatec®, Kamp-Linfort, Germany, to form the Pump Solutions Group (PSG™). PSG, which is a member of the New York-based Dover Corporation's Fluid Solutions business platform, aims to deliver cohesion and synergies to its customers by providing a broad array of pumping technologies.

A hint of how those synergies will work can be found in the role that Wilden played in the customer selecting Griswold pumps for the solution to their centrifugal-pump needs.

"We're already finding additional synergies among the companies of PSG," said Calow. "If I'm dealing with a



## Griswold™ 811 Series ANSI Centrifugal Pump Design Features

customer I can say, for example, ‘You’ve been a loyal Wilden customer, so you know the capabilities those pumps possess, and Griswold pumps offer the same benefits.’ It makes it easier to show them that I can get them the pumps they need and do a good job afterwards. All-Pumps was never known as a dealer in centrifugal pumps, but now the customer sees us as a centrifugal-pump dealer and may order additional pumps from us in the future.”

For Sanders, the contract with this new customer has been a godsend for Griswold as it looks to expand its presence around the world.

“We were up significantly in sales compared to the first quarter last year,” said Sanders. “The Griswold name is getting out there more internationally—in places like

Australia, Malaysia and Dubai. Another area that has been phenomenal for us in regards to sales is Latin America. When a company as respected as this customer chooses Griswold pumps, it sends a message that our pumps can meet the needs of the industry, and it gets everybody excited about the potential out there.”

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